



## **Executive Director for Public Relations and District Communications**

**About the Education Achievement Authority:** The Education Achievement Authority is a new statewide school system that will assume operation of the lowest five (5) percent of performing schools in the state of Michigan that are not achieving satisfactory results on a redesign plan or that are under an Emergency Manager. It is designed to provide a new, stable, financially responsible set of public schools that create the conditions, supports, tools and resources under which teachers can help students make significant academic gains. It will first apply to underperforming schools in Detroit in the 2012–2013 school year and then be expanded to include low performing schools throughout Michigan.

**JOB TITLE:** Executive Director for Public Relations and District Communications

**REPORTS TO:** Chancellor

### **SUMMARY of POSITION:**

Under limited supervision, manages, supervises, and administers a comprehensive pro-active system-wide communication and public relations plan for the Education Achievement Authority of Michigan. The successful candidate will have a proven record of providing leadership to develop/coordinate print, electronic and online/social media relations programs and outreach efforts at the national and international level, as well as state and local; play a lead role in crisis communication and issues management; and serve as an official EAA spokesperson. As a senior leadership team, this person will work in concert with departmental peers on comprehensive programs that help advance organizational goals, and will direct on a daily basis the staff, budget and work products of the Media Relations department.

### **PRIMARY DUTIES AND RESPONSIBILITIES:**

The person filling this position will assume responsibility for providing leadership, direction and supervision to the human relations, community relations, communications, and volunteer functions of the school system which will also include the following:

- Advises Chancellor, senior staff, and administrators when delivering messages to the media for the purpose of promoting a positive image of the District during times of crisis
- Compiles data from a wide variety of sources (e.g. staff, public agencies, media, etc.) for the purpose of analyzing issues, ensuring compliance with established policies and procedures, and/or monitoring program components
- Coordinates a variety of activities (e.g. recognition programs, special events, media relations, community relations, phone notification system, communications dept., etc.) for the purpose of delivering services in compliance with established guidelines

- Coordinates media interviews for the purpose of keeping the media informed of the correct information concerning District activities
- Develops long and short range plans in relation to assigned administrative responsibilities for the purpose of ensuring organizational objectives are achieved in the most efficient and timely manner
- Directs the implementation of existing and new programs/services through a combination of delegation and personal involvement (e. g. cable TV programs, e-mail newsletter, media relations, community relations, phone notification system, etc.) for the purpose of ensuring new programs/services are provided within established timeframes in compliance with all related requirements
- Facilitates meetings that may frequently involve a range of issues (e.g. personnel actions, financial procedures, regulatory requirements, community involvement, actions involving outside agencies, interdepartmental needs, etc.) for the purpose of identifying appropriate actions, developing recommendations, supporting other staff, and serving as a District representative
- Maintains positive relations with students, principals, parents, school board, staff and community for the purpose of unifying efforts of all concerned.
- Monitors budget allocations, expenditures and related financial activities for the purpose of ensuring that department functions are maintained while complying with all sound accounting practices and district objectives.
- Monitors program/services (e.g. all mass communications and public relations programs for the school district, communications dept. budget, etc.) for the purpose of ensuring stated outcomes are achieved, relevant policies and procedures are met, and services are efficiently provided within budgetary guidelines
- Prepares a wide variety of often complex materials (e.g. plans, budgets, funding requests, event programs, news releases, parent and community letters, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions
- Presents information on a variety of topics related to administrative responsibilities (e.g. financial information, overviews of programs/services, policies and procedures, news releases, parent and community letters, etc.) for the purpose of providing general information, training others, and/or implementing actions
- Researches information required to manage assignments including reviewing relevant policies, current practices, etc. for the purpose of developing new programs/services, ensuring compliance with relevant requirements, securing general information for planning, taking appropriate actions, and/or responding to requests

- Responds to emergency situations both during and after normal working hours for the purpose of receiving and conveying information needed for effective decision making
- Responds to issues involving staff, conflicts in policies and regulations, community concerns, parental requests that may result in some negative impact and/or liability if not appropriately addressed for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue
- Serves as liaison between the school District and media for the purpose of ensuring accurate information is disseminated
- Trains administrators, staff, school board, teachers for the purpose of teaching them community relations and how to interact with the media
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit

#### **EDUCATION AND EXPERIENCE:**

Minimum qualifications include:

Bachelor's degree in job related area; Master's degree in media relations or closely related area preferred

#### **EXPERIENCE:**

At least five years' experience in public or school level educational system

#### **Job Requirements: Minimum Qualifications:**

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: operating digital video and

photography equipment; public relations policies and procedures; community resources; and personnel practices.

ABILITY is required to schedule activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions.

Job Competence in use of Microsoft Office (Word, Excel, Access); Ability to meet deadlines; Knowledge of programmatic and fiscal reporting and statistical analysis of data and interpretation of results; Strong written, oral, and graphical communication skills; Organizational, analytical, and interpersonal skills; Ability to interact with a diverse constituency; Experience with data extraction and data importing for database information management; Some evening and weekend work may be required, and some interstate and intrastate travel may be required. Ability to work under stress, work independently and as a team member.

<b>FILING DEADLINE:</b>	Posted until filled
<b>SALARY:</b>	Commensurate with experience
<b>LENGTH OF WORK YEAR:</b>	Twelve (12) Months
<b>EFFECTIVE DATE:</b>	Immediately

**METHOD OF APPLICATION:** All interested candidates should submit a letter of application and current resume to:

David Donaldson  
Education Achievement Authority of Michigan  
300 River Place, Suite 3600  
Detroit, Michigan 48207

By E-mail to [ddonaldson@eaaofmichigan.org](mailto:ddonaldson@eaaofmichigan.org)